



# STRATFORD-UPON-AVON

STRATEGIC PARTNERSHIP

## Vision for Stratford-upon-Avon

The Stratford-upon-Avon Town Centre Strategic Partnership was formed after the adoption of the Town's Neighbourhood Plan to oversee its delivery. It brings together key public, private and third sector organisations to shape the town's future, protecting what is valued while responding to changing needs.

The Partnership identifies major issues where collective action can improve Stratford's environment and vitality. While it does not deliver projects itself, it influences and supports the organisations that do, encouraging a thriving, relevant town centre for residents, visitors and businesses.

Meeting regularly, the Partnership ensures initiatives are informed, collaborative and joined-up from the outset, maximising their chance of success. Its goal is a town where quality of life is high-environmentally, economically and socially.

Following workshops, we set out a draft vision for Stratford and defined the Partnership's mission.

This is not the finished article – it is the start of a wider conversation. We now want to hear from you. Do these priorities reflect what matters most to our community? Are there ideas missing? Your views will help shape the final strategy and guide how Stratford develops in the years ahead.

Please tick the appropriate box or answer in the space provided. The closing date is **Friday 21st November**.

Any individual information provided is strictly confidential and will not be passed onto anyone else. All responses are anonymised. The Partnership will only use this feedback in association with the consultation on the Vision. All information you provide will be processed in accordance with the latest Data Protection regulations.

For further information, please see privacy notices at [www.stratford.gov.uk/privacy](http://www.stratford.gov.uk/privacy) and [stratford-tc.gov.uk/privacy-policy/](http://stratford-tc.gov.uk/privacy-policy/)

# Our Vision for Stratford-upon-Avon

**We believe that Stratford should be a town which:**

## 1. Punches above its weight

We want Stratford-upon-Avon to retain its unique appeal and position in Warwickshire, acting like a 'small city' as a centre for work, life, and entertainment. Our future Stratford will be able to hold its own against the best in the country.



## 2. Delivers a fantastic experience

We want visitors to Stratford-upon-Avon to have an outstanding experience that makes wonderful memories. Trips to our town will excite, entertain and leave visitors eager to return.



## 3. Feels like a single community

Stratford-upon-Avon should work for everyone, regardless of age or ability. Our community will be inclusive and our town accessible, offering a great quality of life for all.



Photo: Sam Allard

1. Please comment here on our Vision in the box below.

## Our Mission as a Partnership

### 2. How much do you agree or disagree with the following statements to achieve this Vision?

|                                                                                                                                                                                 | Strongly Agree           | Agree                    | Neither Agree nor Disagree | Disagree                 | Strongly Disagree        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| <b>Provide a great experience</b> - capitalising on our heritage and history, the wonderful natural environment that surrounds us and our rich artistic and cultural offerings. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Deliver for locals as well as for tourists</b> - making Stratford-upon-Avon a great place for residents to live, work and study.                                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Show strong visionary leadership</b> – ensuring that our organisations act in a joined-up way to bring about meaningful change.                                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Be willing to be bold</b> - taking risks and saying “yes” to opportunities. By looking forward and focusing on the big picture, accomplishing great things.                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Celebrate diversity</b> - demonstrating a focus on inclusion and accessibility for all.                                                                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> |

## Four Themes to Deliver the Vision

We also identified four priority themes that provide the focus for our ideas. Each theme was explored in further workshops, bringing in voices from across the town. These sessions generated a wide range of ideas, which were refined and prioritised through discussion and review.

# Theme 1

## Town Centre Evolution

This theme looks at how we can develop the town centre in a sustainable way, whilst respecting its history and beautiful natural surroundings.

We want to bring life back into the town by facilitating living above shops and offices, and exploring the use of interconnected community zones, each with their own identity, to encourage shopping, leisure, eating, meeting and recreation.

We hope to improve the appearance of our streets, transforming run-down shop fronts and increasing green spaces, with more trees, green walls and roofs. Central quiet spaces will offer scope for peaceful reflection, and time out from bustling shops and cafés.

Our aim is for a vibrant atmosphere which reflects our amazing heritage, whilst providing for modern living and a healthy economy.

### 3. Looking at our ideas for town centre evolution, which three are the most important to you? Tick three boxes only.

- ☐ **Develop a town centre Masterplan** - based on a series of interconnected community zones within the town, each with their own discrete identity.
- ☐ **Plant more trees** - with more greenery generally, including green walls and roofs.
- ☐ **Encourage town centre living** - bring life into the town by facilitating living above shops and town centre offices.
- ☐ **Facilitate a high standard farmers' market** - holding a traditional market day selling affordable local produce.
- ☐ **Provide an indoor market area** – providing offerings that are different to what is provided as standard on the high street.
- ☐ **Improve the dilapidated shop fronts** – improving the look of shops that have no current occupants, prioritising those at the main entrances to the town.
- ☐ **Signpost and support the use of centrally located outdoor 'quiet spaces'** – offer areas for peaceful reflection.

# Theme 2

## Creativity & the Arts

This theme seeks to enhance what we already offer as the internationally recognised home of Shakespeare, with creativity and the arts at the centre of the town's identity.

Fundamental to this aim is the creation of an arts and culture strategy, led by the needs of the community and visitors, which can support and promote arts and culture in the town. We are justly proud of our strong, Shakespeare-inspired theatrical heritage, and we want to see Stratford-upon-Avon as a home for art of all disciplines, with creativity at our heart and accessible to all.

We seek to encourage art everywhere, in all open spaces and open to all ages and abilities. This could take the form of creative play areas, visual art on buildings, community festivals and live music, with everyone encouraged to take part.

Through fostering community arts and supporting a thriving freelance artistic scene, we hope to make Stratford-upon-Avon a centre of creativity for the region.

The Arts & Culture Strategy consultation was completed in December 2024. Over 1,000 people engaged with in-person workshops and an online survey. The strategy will launch in April 2026.

# Theme 3

## Great Vibe, Fun Place

This theme explores what we can do to give Stratford-upon-Avon a more inclusive and playful community feel, multicultural and multigenerational, where all can afford to live and enjoy themselves.

Stratford-upon-Avon benefits from outstanding outdoor spaces and we should capitalise on this through the promotion of more outdoor activities, such as markets and street entertainment, as well as increasing opportunities to make the most of the river – both on the water and beside it.

Temporary 'parklets', pop-up schemes and an increase in independent food shops could boost the vibrant, exciting feel of the town, simultaneously making use of vacant retail spaces.

Places to sit and meet would encourage people to stop and watch the world go by, whilst late-night shopping, a tapas-style café culture, and after-hours activities and events will support the creation of a night-time economy.

To support our inclusivity aims, we need to ensure that spaces are accessible to all, with sufficient facilities to enable everyone to enjoy the atmosphere.

#### 4. Looking at our ideas for a great vibe and fun place, which four are the most important to you? Tick four boxes only.

- ☐ **Make best use of the town's outdoor space** - with a wide variety of activities - outdoor theatre and events; street music and entertainment; temporary 'parklets'; places to sit and meet; farmers' markets or artisan crafts markets; festivals; specific features within the Bridge Street / High Street pedestrianisation scheme.
- ☐ **Facilitate a strong night-time economy** - with a range of after-hours activities, including a tapas style café culture, late night shopping and late night entertainment.
- ☐ **Improve the retail shopping experience** - including encouraging more independent food shops, for example delicatessens, bakeries and fresh fish, meat and vegetable retailers.
- ☐ **Make best use of underused retail spaces with 'pop up' schemes** - acting creatively and providing a variety of original and changing offers.
- ☐ **Review the quantity and quality of 'changing places' toilets and public toilets** - and develop a plan to ensure an adequate number are provided.
- ☐ **Make even more use of the river** - using its whole length, with increased on-water and by-water activities.
- ☐ **Build a world class 'not-just-Shakespeare' Stratford visitor centre** - featuring the town's social history, making it experiential and learning from other similar offerings elsewhere.
- ☐ **Develop the new youth hub** – providing greater facilities for the young people in the town, created and led by them

# Theme 4

## Ease of Movement

This theme focuses on how to make Stratford-upon-Avon a town that is easy to get to and get through, maximising active and sustainable travel through increasing walking, cycling and the use of public transport.

Whilst protecting access for those who need it, we wish to create more shared spaces, removing vehicles from busy streets where possible, and improving walking and cycling routes.

With a focus on sustainability, we look to provide more public Electric Vehicle (EV) charging points and better public transport options, encouraging visitors to use Park and Ride facilities in order to decrease pressure on parking and vital routes for residents.

Learning from successes in neighbouring towns, our vision for the future of transport in Stratford-upon-Avon is one where people can get to where they want to be easily, reliably and sustainably.

5. Looking at our ideas for ease of movement, which three are the most important to you? Tick three boxes only.

- ☐ **Implement the Integrated Transport Strategy and Action Plan** - ensuring joined up thinking with building planning. Create 'shared spaces' and remove vehicles where possible, whilst providing viable alternatives to car travel. Ensure provision in the centre of town for blue badge users.
- ☐ **Facilitate easy walking and cycling routes** - from key point to key point, for example from housing facilities to the town centre, to schools, the train station and the leisure centre. Create a pedestrianised core and provide more joined-up cycling infrastructure.
- ☐ **Progress the Bridge Street / High Street pedestrianisation scheme** – breathe new life into this critical, focal area of the town.
- ☐ **Build a new bridge** – at the same time, put a weight limit on Clopton Bridge to remove HGVs from the town centre.
- ☐ **Develop a joined-up parking strategy** - 'outer' parking designed for long stays and day trips, whilst 'inner' parking is used for short stays. Increase the use of the northern Park & Ride facility and build a new southern Park & Ride.
- ☐ **Encourage more bus and train use** – support regular, reliable services and easily accessible, live transport information

6. **Please comment here if you would like to add anything about our ideas from the three themes we are consulting on.**

## About You

Information submitted is anonymous and will not be stored with personal information that makes you identifiable. You do not have to give us this information, but if you choose to it will help us to better understand the results by different characteristics.

7. **What is your Postcode (first 5 letters/numbers only, i.e. CV37 6)**

8. **Are you completing this questionnaire...? (Tick all that apply)**

- ☐ As a resident of Stratford Town Council area
- ☐ As a resident living outside Stratford Town Council area, but in Stratford District
- ☐ As a resident living outside Stratford District Council area
- ☐ Work or study in Stratford Town
- ☐ On behalf of a business in Stratford Town
- ☐ On behalf of a voluntary or community group
- ☐ Other

If other, please specify

If completing the questionnaire as an individual and not on behalf of an organisation/business, please complete the following questions.

**9. What age group do you belong to?**

- ☐ Up to 29 years old  
☐ 30-44  
☐ 45-59

- ☐ 60-74  
☐ 75 plus  
☐ Prefer not to say

**10. What is your gender?**

- ☐ Male  
☐ Female  
☐ Non-binary/agender/gender-fluid

- ☐ Prefer to self-declare  
☐ Prefer not to say

If you prefer to self-declare, please write in below

**11. Ethnicity - To which of these groups do you consider you belong to?**

- ☐ White British  
☐ Mixed or multiple ethnic groups  
☐ Asian or Asian British

- ☐ Black, African, Caribbean or Black British  
☐ Any other ethnic group  
☐ Prefer not to say

**12. Do you have a long standing illness, disability or infirmity?**

- ☐ Yes ☐ No ☐ Prefer not to say

## Whats Next

Thank you for completing this questionnaire. Your views are appreciated.

**Please return your questionnaire (no stamp required) to Stratford-on-Avon District Council, FREEPOST RTJX-GHEE-ZUCS, Consultation Unit, Elizabeth House, Church Street, STRATFORD-UPON-AVON, CV37 6HX**

Following public consultation this document will be reviewed and amended to reflect community feedback. The challenge will then be to deliver the various initiatives we've agreed to deliver our vision for the town. With a document that clearly sets out the vision for the town created by the town we will be in a much stronger position to secure external funding and inward investment to realise our ambitions.